

# A Study Based on Impact of Advertisement on Consumer's Behaviour

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## **Abstract**

Consumer's behaviour is a very sensitive psychological parameter which can indirectly accelerate the volume of sales, if sellers reach to the heart of consumers by giving priority of their needs. Advertisement is that kind of art which designed in a skillful manner to conquer the heart of consumer. Advertisement always projected on basis of contemporary pattern, attractive trend wise manner so that it can catch in consumer's mind. Marketers use various social media platforms to influence consumer and to engage the consumer to develop an interest in the products offered by organizations. Hence, there is a need to examine how responsiveness of advertisement towards consumer's mind. It is also need to know that in this digital dynamic world how this advertisement leaves magical touch and bring positive outcomes for marketer. The main focus of this paper is the impact of advertisement on consumer's behaviour. This study used an online survey as the primary method of data collection. This research is crucial to marketers since they can get an idea about the significance of their advertisements and which media is appropriate for their advertisement.

## **1. Introduction**

The term 'advertising' is derived from the original Latin word 'advertere' which means 'to turn' the attention. Every piece of advertising turns the attention of the readers or the listeners or the viewers or the onlookers towards a product or a service or an idea.

Advertising has been defined as the most powerful, persuasive, and manipulative tool that firms have to control consumers all over the world. It is a form of communication that typically attempts to persuade potential customers to purchase or to consume more of a particular brand of product or service. Its impacts created on the society throughout the years has been amazing, especially in this technology age. Influencing people's habits, creating false needs, distorting the values and priorities of our society with sexism and feminism, advertising has become a poison snake ready to hunt his prey. However, on the other hand, advertising has had a positive effect as a help of the economy and society. Advertising, a key factor for the success of any business. It is a medium through which consumers are made aware of new products or enhancements made to the existing products. Some argue that it makes people buy things which they don't need and few refute it stating it does helps them in improving their lives.

Advertising includes any informative or persuasive message carried by a non-personal medium and paid for by a sponsor whose product is in some way identified in the message. Traditional mass media, such as television and magazines, are most commonly used. However, the direct mailing of catalogues, electronic media advertisements featuring computerized ordering, and other direct-response vehicles are becoming increasingly popular.

The study on the impact of advertisement on consumer behaviour has played an essential role in enabling organizations to reach out to broad and diverse categories of consumers and gain loyalty to the consumers based on the quality of products and services offered in the marketplace. The current advertisement platforms acknowledged in today's business environment embrace the existence of digital technology. Hence, the focus on social media and the online marketplace has played a crucial role in helping an organization understand the preferences of its targeted customers. The perception of establishing businesses in a free-market economy calls for the initiative to invest in digital marketing since a significant percentage of the targeted customers consider the online marketplace as the most convenient platform to order products. The company's marketing and advertising managers have to draw the consumers' attention through sales promotions and advertisements. The main aim of the advertisers is to reach the consumer and influence their attitudes, buying behaviour, and awareness regarding particular services or goods. The primary purpose of advertisers is to influence the consumer's decisions and decision-making process based on the advertisement and marketing goals [2]. To reach consumers, advertisers use various channels. Each channel has a different impact on consumer behaviour. Advertisements are meant to reach the consumers and get feedback from them regarding some products and services. Advertisers and marketing managers use this feedback to improve the quality of their products or services and improve the design of their adverts.

## 2. Literature review of proposed topic

Similarly, Fazal-e-Hasan et al. (2018) showed that brands were considered highly valuable and helpful in building a relationship with customers. Scholz and Smith (2019) argued that a company's financial aspect emphasizes the brand's total value and grows successfully to serve the market. In the current globalizing and emerging markets age, business war depends on price and loyalty, attraction, and related matters (Kim et al., 2019). Alalwan (2018) explained that impressive brand awareness attracts the consumer's attention and insists they purchase again and again, which results in an increase in sales for a company.

The consumer expectations of information from various media such as TV, radio, newspapers, magazines and the Internet are entirely different. The characteristics of different media and its immediate and long-term effects on consumers are also varied (Doyle & Saunders, 1990). For instance, TV allows high-quality audio-visual content that is more suitable for product categories, which require physical demonstration. Radio offers audio content and is most suitable for businesses catering to the local markets (Petersen, 2018).

Berkowitz, Allaway, and D'Souza (2001) posited that over a period of time, the effect of different media platforms on consumers' memory varies. For instance, initially TV advertisements have a substantial impact on consumers' memory, but in the long term, it fades away. In contrast, a magazine initially has a low but persistent impact on consumers' memory because the readers can read a magazine at their own pace.

Broadcast media such as TV and radio are among the popular media in India because of its mass reach (Farooq & Latif, 2011; Fill, 2009). In India, newspapers play an important role as an effective medium of communication. This is due to its reach in almost every part of the country. India has the largest newspaper market in the world with over 330 million daily newspaper circulations (Jayaraj, 2011). Advertisers still prefer traditional mediums such as TV and print for advertisements (Statista, 2016). Of the total advertisement spend, TV advertisement spend in India was 44.7 per cent and print advertisement spend was 29.8 per cent. The digital advertisement spend was the third largest with a growth rate of 15.5 per cent

(Pahwa, 2017). This is because of the increasing number of Internet users after the entry of Reliance JIO in the Indian telecommunication market.

(Dr. D.Prasanna Kumar 2012) found that Advertisements are the powerful means of communication media to convey the information to the target group of customers. He further added that advertisements should neither be too long nor be too short. Advertisements should be able to attract customer's attention to involve in the advertisement.

### **3. Strategies applied by advertisers to present advertisement**

The term advertising strategy refers to a brand's long-term plan to reach their target audience. A marketing strategy encompasses products and pricing offered, as well as brand marketing and the promotion of products.

The brand's marketing strategy should cover everything from advertising and raising the awareness of particular brand to new customers, all the way to purchases and transforming customers into repeated buyers. A marketing strategy will be an invaluable resource internally as the company project chart of its brand's growth and marketing efforts, and it could also be adapted into a pitch deck or presentation to showcase of that specific brand to external audiences.

There's a wide variety of types of marketing strategies: editorial strategies, mobile strategies, content strategies, social media strategies, influencer strategies, and so on. Basically, you can create a marketing strategy for any type of product, whether it's physical or digital content. Having a strategy will help get that product in front of the consumers who want or need it most.

An important component of a marketing strategy is its tactics, or the tools used to complete and enhance your strategy. Examples of marketing tactics include case studies, paid marketing, or other categories for your brand's products or content. These tactics will vary based on the type of marketing strategy you choose to pursue.

Two different approaches, environmental approach and emotional approach, are being applied by advertisers to present advertisement. The key concept of the environmental approach is to make people understand that how much the product is eco-friendly or healthy for their life. The advertiser sometimes skilfully provides particular forms of experience sell and promote various products and services. For instance, companies offer consumers diverse media experiences to set the stage for marketing and promoting their products and services. Diverse and broad categories of environmental conditions that entail retailing store environment and background music play an essential role in assessing the purchasing decision of consumers, and this is embedded in the initiative to understand the culture of business organizations. Given the concept of emotional response, it is imperative to note that a significant percentage of consumers use advertisements that motivate the consumer emotionally [5]. For instance, emotionally-oriented advertisement is meant to develop brand awareness and create product selection and preference. The consumer's attitude towards the advert is crucial in marketing and advertisement research in an emotional response. Hence, companies can use the attitude formed by the consumers concerning a particular advert to influence the consumers' behaviour to gain their loyalty. The ultimate goal of all marketing practices is to create a positive response to the advertisement, indicating the effective type and channel of advertisement. According to environmental and emotional approach, three common strategies applied by advertisers to present advertisement are mentioned below.

#### **• Utilization of Media Platforms**

Marketers and advertisers use various platforms to send their information to targeted consumers. Magazi-

nes, TV, newspapers, and the internet are currently the most common platforms marketers use to advertise and engage their customers. Advertising includes banner advertisements, e-mail messages, billboards, interactive games, and numerous forms. According to studies done in 2004, 44% of total advertisement money was spent on digital advertisement platforms. However, newspaper advertisement has been associated with brand building and reshaping consumer decisions. The effectiveness of advertisements influences the behaviour of decision-making by the consumers. Advertisement effectiveness refers to the consumer's liking, leading to the purchase of the advertised product. Advertisement effectiveness is influenced by various factors, including quality of media, choice of the media channel, and quality of the content. Internet and television remain to be the most influential media platforms for carrying out advertisements [9]. These platforms visually introduce the products, which is a tactic that confuses consumers to purchase the products. Advertisements use various ways to shape how the consumer makes decisions. These include celebrities and models to attract and convince consumers to like and buy their products. Some companies use repetitive messages to influence consumers' decision-making; the messages keep reminding the consumer about the products. The assumption is that continuously reminding consumers of a product may make the consumer eventually purchase the product.

- **Intervention on Consumer Awareness**

According to studies, when consumers are repeatedly reminded about a particular product, they gain interest and decide to see its benefits. This strategy makes consumers trust the company and decide to buy products of the company because of the utility Advances in Economics, Business and Management Research, volume 211 2694 they get from the products. One way in which advertisements influence consumer behavior is through the awareness that they bring to consumers. At this point, consumers express a lot of curiosity, especially if the product being advertised is new in the market.

- **Promotion and Promotional Activities**

The advertisement industry focuses entirely on influencing consumer behaviour. They try to make consumers want things whether they need them or not. No company can build its brand without proper investment in advertisements. Advertisements include both written and promotional activities. Promotional activities remain one of the most dominant strategies used in the consumer market, with the standard goal of influencing the consumers' decisions and behaviour. Many of the time advertisers go to the extent of creating false images to deceive customers into purchasing their products. The primary aim of promotional activities and advertisements is to influence consumer behaviour; building a solid brand has always been considered the best way of influencing consumer behaviour. This means the primary purpose of advertising is to persuade the consumers to believe that a particular brand is better than another and come with more satisfaction and benefits, improving the consumers' lives. The advertisement's persuasion motivates the potential customers to try a new brand and look for information concerning the brand. Consumers will purchase the products once their attention is on a particular brand.

#### **4. Effect of advertisement on consumer's behaviour**

Consumer behaviour refers to the approaches involved when consumers make affirmative choices based on the nature of products and the initiative to buy or use products based on their expectations and preferences. Consumer behavior involves various stages that the consumer goes through when purchasing a product or service. These include identifying the need, searching for the product, paying for the product, and evaluating the products. Advertisers and marketing managers track the behaviour of consumers to help them control consumers' decision-making process.

## 5. Statement to proposed problems

The current research has been undertaken to describe the role of advertisement, analyse the trends of advertisement in modern world. This research was conducted to determine the impact of advertising on consumer's buying behaviour.

## 6. Relevance of research work

Modern world approaches up to date level of technology and advancement. The advertisement promotes the business in a sophisticated manner and advanced mechanism of market capturing techniques and skills. In this research work it has been depicted that importance of advertisement in competitive business world. This work also emphasises that the acceptance and familiarity of advertisement for the customers. This work is helpful for specially the new marketers as a path to reach out the customers.

## 7. Significance of proposed statement

The creative and strategic use of advertising supports business growth and contributes significantly to the economic landscape. As we navigate the complexities of the modern market, the significance of advertising, its functions, and its continual evolution remain central to achieving business success and fostering meaningful connections with consumers.

## 8. Objectives of proposed research

This research was designed to determine the effects of advertisement on consumer's buying behaviour. Specifically, the objectives are follows:

1. To determine the key indicators affecting consumer's buying behaviour.
2. To determine the product features affecting the Consumer buying behaviour
3. To determine the different advertising containing price and discount affecting the consumer buying behaviour.
4. To determine the preferred mode of advertisement in modern business era.

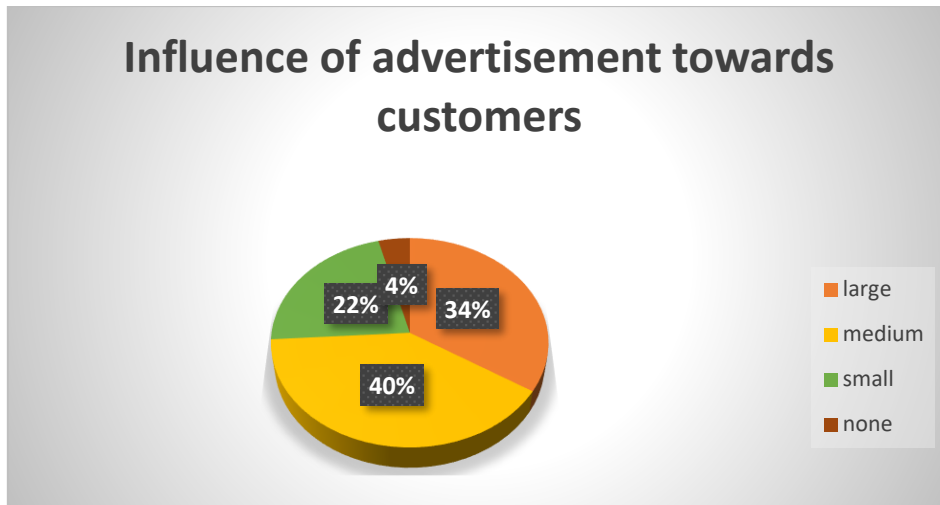
## 9. Research methodology

This study is based on both Primary data and Secondary data. Primary data are collected using Questionnaire. Secondary data are collected through Journals, Websites, and Published articles related to this topic. A sample of 100 consumers( 65 males and 35 females) can be taken into consideration. The required data were collected using interview method. Data can be presented and analysed by using pie charts, bar graphs etc.

## 10. Data analysis

### a. Influence of advertisement towards customers

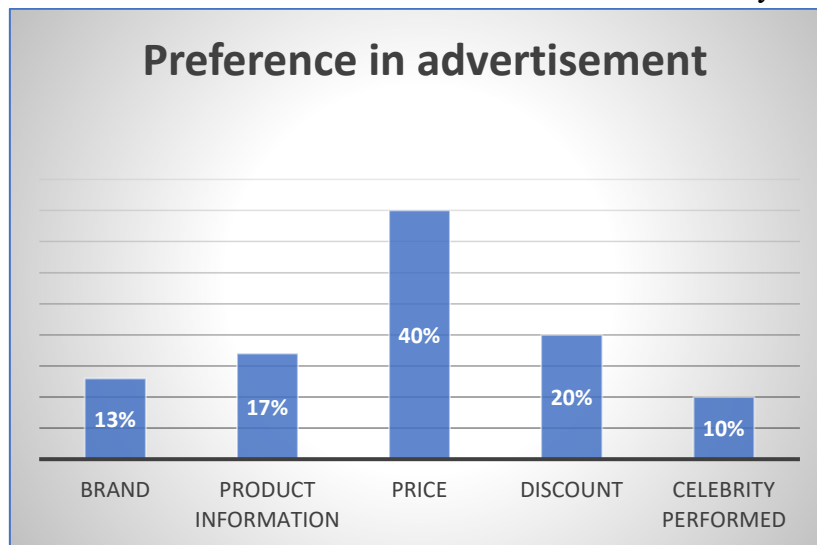
Advertisement influence consumer's perception and buying behaviour in a greater extent. By the medium of attractive advertisement, the company can reach to its potential and targeted customers. Advertisement incurs huge level of expenditure for a company, so it is important to know the responsiveness of advertisement towards customers.



Graph 1 shows that 34% of the consumers have large influence, 40% have medium influence 22% have small influence whereas 4% were not sure about the influence of advertisement on their buying behaviour.

**b. Preference in advertisement**

Consumers always look advertisements for product and price information. Every advertisement is unique in itself some looks for deals and some looks for their favourite celebrity.



Graph 2 shows that 13% of the consumers have brand consciousness , 17% have product description preference, 40% majority have price influence and 20 % have discounted price item demand, whereas 10 % have influenced by celebrity performed ad.

**c. Pay attention in online advertisement**

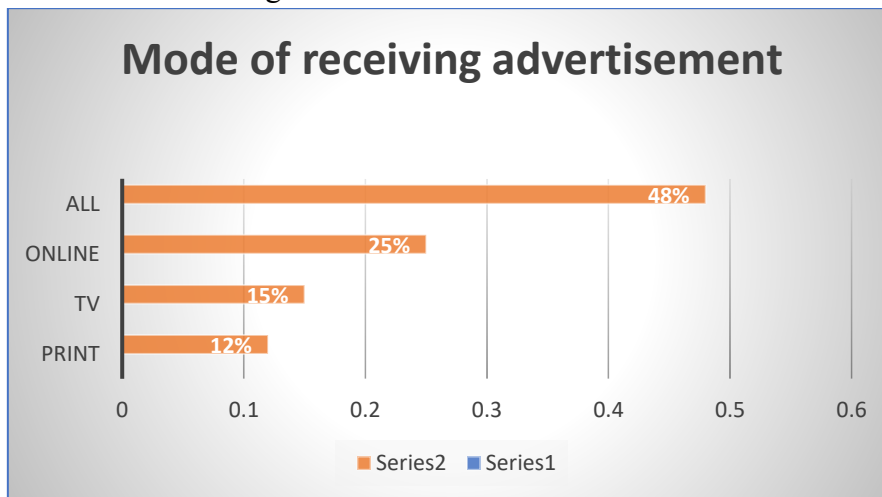
Online advertising is critical to most online business' success. Entrepreneurs and marketers can take advantage of this developing advertising medium to grow their client base, generate leads, expand their marketing reach, and increase their profit. Paid search – also known as pay-per-click advertising (PPC) and Paid Social – are most commonly used advertising techniques.



Graph 3 shows that 37% of consumers pays attention to online advertisements whereas 7% of consumers do not pay attention to online advertisements there is still 56% of consumers who sometimes pay attention to online advertisements

**d. Mode of receiving advertisement**

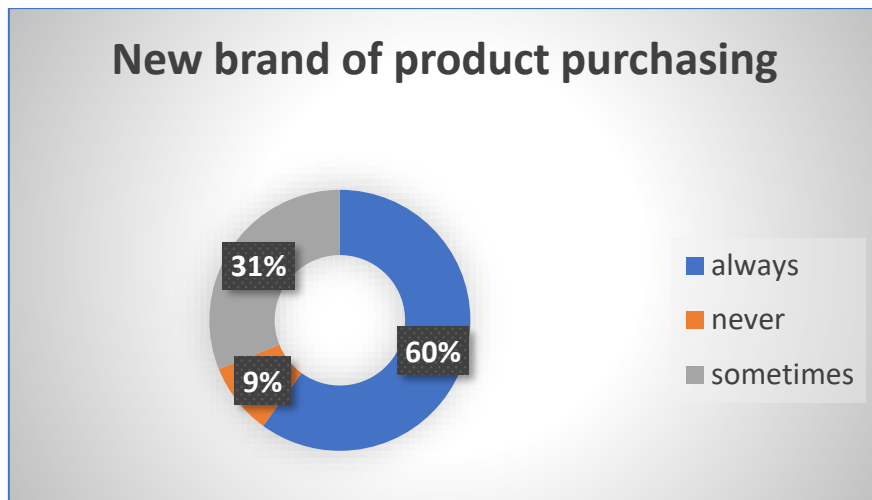
There are many modes of advertisements available in the marketing industry but each marketer be wisely chosen in order to reach the targeted audience.



Advertisements influence the consumer’s perception and buying behaviors. Using Majority of samples accept all types of advertisement, but online advertisement acceptance 25%,significantly better.

**e. New brand of product purchasing**

Advertisements are meant to produce brand image, consumer perception about products and services and to promote new goods and services.

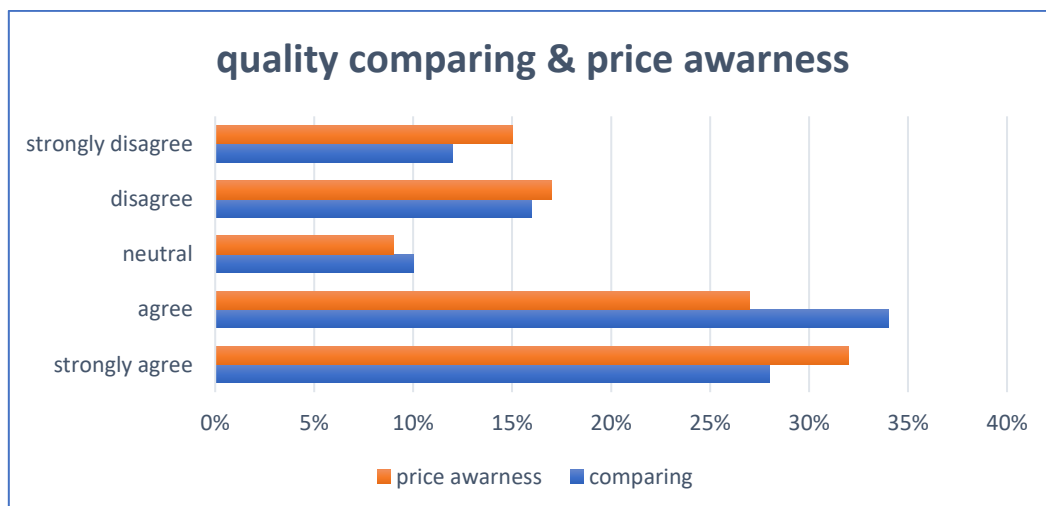


Graph 4 shows that 60% of consumers purchase new brand after watching it on advertisements whereas 9% of consumers do not pay attention nor interested to purchase after watching new brand in advertisements there is still 31% of consumers who sometimes buy the product after watching advertisements.

**f. Quality comparing and price awareness**

Customers are considered as king of market. Customer’s buying decision based on crucial parameter of quality of products and services. If the quality will remain for long decades automatically company places its product in a prominent position. On the contrary, price is most important parameter, rational consumer wants maximize utility by economical budget price. So quality projection and price benefits are the key indicators for consumer.

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
comparing	28%	34%	10%	16%	12%
Price awareness	32%	27%	9%	17%	15%



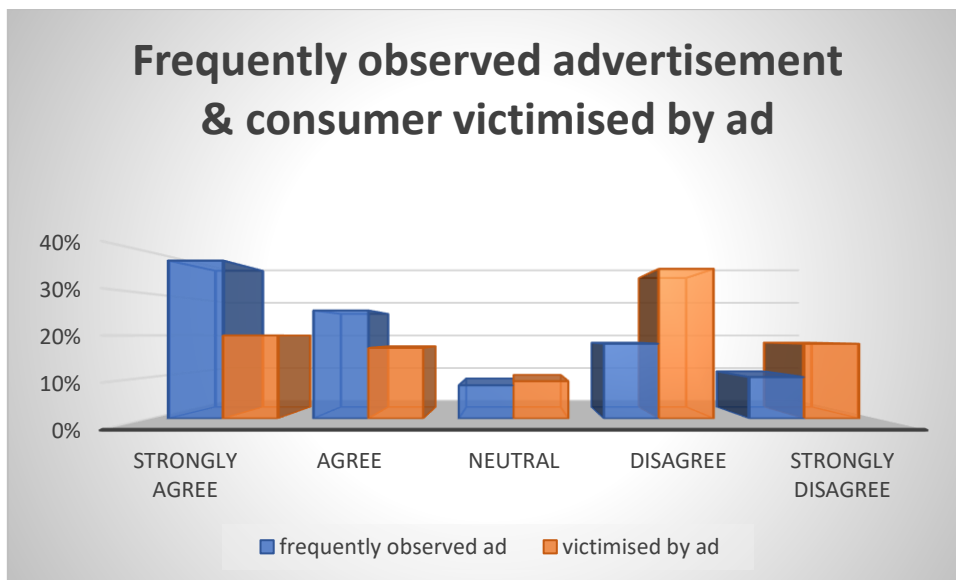


**g. Frequently observed advertisement & consumer victimised by ad**

According to psychological nature of human being, when an individual watching the ad several times, it creates the willingness to buy and know the actuality of products and services.

On the contrary, sometimes the consumer buys the product by observing the response in the market, versatile advertisement attracts the individual to purchase the product. Sometimes it is a whimsical decision without having significant usefulness.

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Frequently observed ad	36%	28%	8%	18%	10%
Victimised by ad	20%	17%	9%	36%	18%



Frequently observed advertisement influences highly sensitive parameter to bring the attention of consumer, it can definitely lead them to purchase in significant volume.

On the contrary, consumer’s mind diverts by lubricant advertisement post, sometimes whimsically also people buy product not considering the utility benefits. But significant 36% people disagreed to this concept and 18% strongly disagreed to that. It clearly states that purchasing item is a consumer’s rational decision but advertisement has its importance to catch the potential customers.

**11. Major findings:**

We have found the following highlighted points:

- 34% consumer highly influenced by advertisement.
- Mostly people (40%) observe the price information in advertisement followed by discount related information.
- 60% people observe online advertisement before buy it.
- 36% people strongly agreed that before purchasing of new brand advertisement plays significant role to engrave impression in consumer’s mind.

**12. Conclusion**

This study is based on the impact of advertisement on consumer’s behaviour. Various variables were considered online advertising, price and qualitative information, product description listed in advertisement, familiarity of brand, brand image, mode of advertisement etc. It can be concluded today’s business world can spread its wings in expanded dynamic modern business horizon if the art of advertisement conquer the heart of consumers by its salient features. In this study it has been observed that consumer’s buying decisions are quite significantly price sensitive as well as quality sensitive. But rational consumer not only stick in budget friendly product, they try to explore new brand of product after watching advertisement. So advertisement is that ray of light for marketers which can guide them to locate the potential targeted customers.

**13. Scope of research**

Further research can be projected that what kind of advertisement be the chosen by modern generation. Further research would be involved in urban and rural based population.

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This study was based on advertisement effect on consumer’s behavior. Various variable were considered such as online advertising, familiarity with product, brand image, mode

**Questionnaire**

<b>Part A</b>				
1.	Name			
2.	Gender	Male/Female		
3.	Age (in years)	18-30	31-50	Above 51
4.	Marital status	married/ unmarried/widow/others		
5.	Occupation	Salaried/Self-employed/Business/others		
<b>Part B</b>				
6.	How much influence do you feel advertisement have over your buying behaviour? Large /Medium/ Small/ None			
7.	What do you look out in advertisement?			

	Brand / Product information / Price/ Discount given/celebrities performed
8.	Do you pay attention in online advertisement? Yes/No/sometimes
9.	Preferred mode of advertisement? Printed/TV/online/all
10.	Do you buy the product of new brand after watching advertisement? Always/Sometimes/Never
11.	Advertisement create product quality awareness Strongly agree/ Agree/neutral/disagree/strongly disagree
12.	Advertisement helps to compare its price with similar types of products Strongly agree/ Agree/neutral/disagree/strongly disagree
13.	Frequently observing advertisement attracts to purchase the product Strongly agree/ Agree/neutral/disagree/strongly disagree
14.	Consumer becomes the victims of advertisement & buy unnecessary products Strongly agree/ Agree/neutral/disagree/strongly disagree